CONTRACT FOR EXHIBIT SPACE RENTAL

"The Middlesex Tobacco Annual Selling Show"

Middlesex Tobacco and Confectionery Co., Inc.

New Jersey Convention & Exposition Center
At Raritan Center, Edison, New Jersey

Show Day	Thursday, March 6th, 1997
Show Times	2:00PM - 9:00 PM

BREAKAWAY TO PROFITS

Booth Type	Booth Size	Table Type	BOOTH FEES Before 12/31/96	After 12/31/96 & Before 2/27/97	After Show 2/28/97
Deluxe Corner Booth	10'Wide x 7' Deep	*Two @ 6'	$1,250.00	$1,325.00	$1,370.00
Deluxe Standard Booth	10' Wide x 7' Deep	*One @ 6'	$ 875.00	$ 950.00	$ 995.00

EXHIBIT FEES INCLUDE:

Exhibit space, booth backwall and side rails, two(2) chairs, * draped display table(s), Two lots of one hundred 2 Part NCR forms featuring your company's Show Specials (must be provided on form supplied/camera ready by January 17th,1997), and sign bearing your company name.

SHOW SPONSORSHIP PROGRAM:

Includes show banner with your company logo in full color (Banners will remain the property of Breakaway To Profits) displayed in exhibit area during show hours. Receive a power buy order validation sticker based on your sponsorship selection and a display ad in our Show Guide. The rates are listed below.

RANKING	BANNER SIZE	AD SIZE	POWER BUY STICKER VALUE	SPONSORSHIP COST
Gold	10'x 4'	FULLPAGE	5 TO 1	$750.00
Silver	6'x 4'	1/2 PAGE	3 TO 1	$450.00
Bronze	4'x 4'	1/4 PAGE	2 TO 1	$350.00

BOOTH SELECTION:

All booth selections will be made by Harold Weber (Middlesex Tobacco).You will be notified by Breakaway prior to the show of your booth number. All Middlesex Tobacco sponsored booths will be located in the same area of show.

List Below All Manufactures Exhibiting In Your Booth

1.) R.J. Reynolds Tobacco Co. 3.) 5.)
2.) 4.) 6.)

51849 3217

IN ORDER TO VALIDATE THIS CONTRACT:

1. Agrees that only Manufactures listed above are those that will be exhibiting.
2. Show management reserves the right to make last minute changes in floorplan.
3. Booth assignments will not be made final until payment is received.
4. Only sample sizes (products) will be made available to attending retailers. Retail sale of any food products is prohibited.
5. All persons manning your booth must be 18 years of age or older.
6. All Shopping Bags Must Be Distributed To Retailers By Breakaway!
7. All payments are final. No refunds will be given.
8. My company agrees not to dismantle display booth or remove display products prior to the official close of show!
9. Manufactures will only accept orders for the participating wholesale sponsor(s) at show.

SIGN HERE:

I (we) the undersigned have read and agree to abide by all TRADE SHOW RULES AND REGULATIONS and any other rules and regulations whether written or verbal as set forth by SHOW MANAGEMENT. Furthermore I (we) agree to be responsible for any liabilities arising at our booth, including but not limited to said booth and rental furnishings, and also agree to be responsible for injuries incurred at my exhibit area until such time, merchandise and equipment are removed

Co.Name: R.J. Reynolds Tobacco Co.
(as it should be published)
Your Name: Lanny Wolfe Title: Account Mngr.
Address: 400 Raritan Center Parkway, Suite D
City: Edison State: N.J. Zip: 08837
Phone#: (908) 225-4774 Fax#: (908) 417-9076
Sign Here: X L.F. Wolfe Date: 1/16/97

MAIL SHOW INFORMATION TO:

Your Name: Lanny Wolfe
Company Name: R.J. Reynolds Tobacco Co.
Address: 400 Raritan Center Pkwy, Suite D
City: Edison State: N.J. Zip: 08837
Phone No#: (908) 225-4774

Make Check Payable To: Selling Shows Unlimited, Inc.
Mail Remittance To: c/o Middlesex Tobacco Annual Selling Show '97
183 Harbor Road
P.O.Box 280
Cold Spring Harbor, N.Y. 11724-0280
Ph: 516 367-6658 Fax: (516) 367-1074

Recap Of Amount Due:

$ 875.00 Exhibit Space Due
$ ____ Sponsorship Due
* $ 875.00 Total Amount Due

MAKE COPY OF THIS CONTRACT FOR YOUR RECORDS & RETURN ORIGINAL WITH PAYMENT

* ARRANGEMENTS HAVE BEEN MADE FOR MIDDLESEX TOBACCO TO PAY THIS $875.00

Source: https://www.industrydocuments.ucsf.edu/docs/kffy0000

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Co.Name:_____
(as it should be published)

Your Name:_____ Title:_____

Address:_____

City:_____ State:_____ Zip:_____

Phone#:( ) _____ Fax#: ( ) _____

Sign Here: X_____ Date:___/___/___

MAIL SHOW INFORMATION TO:

Your Name:_____

Company Name:_____

Address:_____

City:_____ State:____ Zip:___

Phone No#: ( ) _____

Make Check Payable To: Selling Shows Unlimited, Inc.

Mail Remittance To: c/o Middlesex Tobacco Annual Selling Show '97
183 Harbor Road
P.O.Box 280
Cold Spring Harbor, N.Y. 11724-0280

Ph: 516 367-6658 Fax: (516) 367-1074

Recap Of Amount Due:

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$_____ Sponsorship Due

$_____ Total Amount Due

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Source: https://www.industrydocuments.ucsf.edu/docs/kffy0000